

# Sample form, not for offline completion.

Visit <https://thecma.awardsplatform.com> to enter.



## Special Award: Global Creative Award

A special award, recognizing the best campaigns from around the world that have been developed by Canadian based marketing teams and agencies.

The **Global Creative Award** is free to enter. Please review the requirements carefully to ensure your entry is eligible.

### Overview

\*Non-member

The Global Creative Award recognizes the best campaigns from around the world that have been built right here in Canada and the brilliant trailblazing minds behind them. These campaigns have a global impact and highlight the success stories in markets well beyond our borders.

### Who Should Enter

Any campaign executed in a market outside of Canada that has been developed by a Canadian based marketing leadership team and/or agency team.

Entries may come from both CMA member companies as well as non-members.

A panel of judges, appointed by the CMA, will select one winner based on the following criteria:

- Creative solution. The campaign must use creative that inspired, connected consumers with the brand or motivated a change of behaviour and positively impacted the business.
- Strategic thought. We consider a campaign to be strategically sound when it has considered 3 attributes: Data – reaching the target market with precision to deliver relevance and value, Physicality – triggers emotion and Connectivity – strengthens connections across media touch points.
- Results. These should be measurable, robust metrics that demonstrate how a campaign achieved its business objectives and business impact. For example, the results could be an increase in sales, brand recall, a shift in perception or a proven behaviour change.

1. Choose a **category**
2. **Name** your entry
3. Select a **discipline**

If you would like to enter into multiple categories, feel free to copy your entry via *My entries*.

Campaign Name

Company name

Country

  
CAN  
USA

Province (of Applicant)

  
Ontario  
Alberta  
British Columbia  
Manitoba  
New Brunswick  
Newfoundland and Labrador  
Northwest Territories  
Nova Scotia  
Nunavut  
Prince Edward Island  
...

Phone Number

Only entries whose campaign start and end dates fall within **December 1, 2023 through June 1, 2025** will be accepted.

Should the campaign continue after June 1, 2025, you may still submit as long as the results entered are within the above dates.

Campaign Start Date

Campaign End Date

## Agency Details

Agency Name

Agency Country

  
CAN  
USA

Agency Phone Number

## Client Details

Client Company

Client Country

  
CAN  
USA

Client Phone Number

Client Approver Name

Client Approver Email

# Social Media

Agency Twitter Handle (Put N/A if not available)

Client Twitter Handle (Put N/A if not available)

**Please ensure accuracy as these credits will be used on the awards website.**

EXAMPLE: Chief Creative Officers: First Name Last Name - Executive Creative Director: First Name Last Name - Creative Directors: First Name Last Name

If you have multiples names under a title please seperate with a comma.

Team Members

**DO NOT** include the agency name in the body of text entered in the fields below. **DO NOT** include if this campaign was done pro bono.

## Background and Marketing Challenge

1300 characters

\* Campaign must be designed for and executed in a market outside of Canada. \* Provide Key Performance Indicators in your measurement approach. \* Outline target business outcomes. \* In your marketing challenge, what were the quantifiable core business objectives? (E.g. "Generate a lift of X% in in-store sales.", "Brand Awareness lift metrics", etc) \* Identify key market and competitive insights that led to this campaign. \* What was the core insight that drove the campaign?

## Strategy/Insights

1600 characters

\* What was the strategic impetus and key consumer insight that shaped the campaign's direction? \* What problem were you trying to solve and how did this strategic insight shape this campaign? \* What was unique and different about your approach? \* Who was the core target market/audience? \* What behaviour or attitude were you trying to invoke? \* Research, insights, statistics, and any data supporting the strategy are key.

## Creative Idea

1600 characters

\* Describe the creative idea and execution \* Describe how the campaign or action resulted in cultural, brand health, and/or commercial impact as defined by: brand engagement metrics, earned media, reach and impressions, sales and/or return on ad spend. \* What made it stand out and be noticed by your target?

## Results

1200 characters

\* What was the global impact of your campaign and what were the results in the priority international markets where launched? \* Confirm how your campaign performed against the numbers provided in the objectives section and demonstrate the business impact. \* Identify KPIs (key performance indicators) that proved your marketing initiative delivered impact.

**Website Write Up:**

350 characters

Should your campaign win GOLD, please include a write-up for the public CMA website. Please use full sentences. EXAMPLE: Destination Pride launched globally with over 100 geographically individualized Facebook Ad campaigns running in 92 countries and in 46 languages. Each ad campaign targeted people interested in LGBTQ+ topics, groups and events, and travel. Ads were also contextual to local news events, such as the cancellation of the Pride parade in Uganda.

**Provide Result Sourcing Details (optional)**

1000 words

To support the validity of your results, please provide details on data sources (e.g., third-party validation, internal metrics, research reports, etc.). This information will be reviewed by the judging panel but will remain confidential and will not be made public.

**Provide a Public Link to Help Showcase Your Campaign (If Selected as a Gold Winner) (optional)**

CMA regularly receives requests from members and attendees who want to explore winning campaigns in more depth. To help support this, we're collecting optional public links that may be used to further showcase your work if your entry is selected as a Gold winner. If applicable, please provide a public link (e.g., video, case study, article, PDF, or campaign webpage) that offers additional context about your campaign. If your entry wins Gold, CMA may feature this link alongside your campaign summary on our website. Note: Providing a link is entirely optional and is not part of the judging process.

**Accepted File Formats**

**PLEASE NOTE:** Agency names **MUST NOT** appear on any submitted materials, except in the **Information** tab. Please check document headers and footers carefully before submitting files and set up an alias for website URL's hosted by an agency. Client hosted URLs are accepted.

- Video (.avi .m4v .mov .mp4 .mpeg .mpg .srt)
- Audio (mp3)
- Image (.pdf, .jpg, .png)
- Website (URL) – website URLs are accepted. For websites that cannot be accessed publicly (i.e. intranet websites), entrants are recommended to take screenshots and assemble them in a multi-page PDF file. Please be sure to alias your website URL's away from addresses that identify the submitting agency. Client URLs are accepted.
- Documents (pdf)

**Important:**

- No video attachment required to enter.
- Maximum size for any upload is 1GB and no longer than 2 minutes in length.
- Should your entry have a commercial, please upload the commercial as it would have aired with sound and no added result overlays.
- When uploading attachments please include only the most relevant creative examples that are supporting this entry.

**NO MORE THAN 6 CREATIVE ELEMENTS WILL BE ACCEPTED**

(this includes file attachments **and** URLs.)

Are you open to being contacted to provide input on definition updates for next year's Awards program?

If yes, we may reach out as we begin planning for the 2026 cycle.

▼

Yes

No

- I consent to receive communications from the Canadian Marketing Association (CMA) about CMA initiatives, including events, membership, and professional development opportunities. I understand that I may unsubscribe at any time, as outlined in the CMA's Privacy Policy. (optional)